Proposing Instructor(s) name: David Schweidel

Module title: Social Media Intelligence: Listening & Analytics

Strategic Theme
With which of Goizueta's strategic theme(s) does the proposed module align?
Select all that apply.

☑ Analytics
☑ Behavior & Decision Insights
☐ Entrepreneurship
☐ Healthcare
☐ Leadership
☐ Private Equity & Real Estate
☐ Social Enterprise
☐ None of the above

Academic Content Summary
This mid-semester module will make use of a subset of these topics, and incorporate additional topics that are more analytic in nature (as noted in the topics below). As social media data becomes more common, social media strategy will be subsumed under an organization's digital marketing strategy, which in turn will become integrated into the broader marketing strategy. Thus, the goal of the course is to familiarize students with social media as it relates to marketing strategy. We will focus on the use of social media as a source of marketing insights by examining how organizations may engage in social media listening to understand the "voice of the consumer." We will review tools that facilitate this, and investigate the pros and cons associated with such approaches.

Learning Objectives:
- Understanding consumer motivation for engaging in social media activity
- Understanding the biases present in social media data
- Learn how to conduct social media monitoring
- Examine social media as both an outcome of marketing activity and as a driver of consumer behavior
- Derive marketing insights from social media data

Major Topics:
- Consumer motivation and word-of-mouth activity
- Biases in social media and other forms of user-generated content (UGC)
- Introduction to social media monitoring tool (Crimson Hexagon)
  - Creating monitors
  - Basic metrics for monitoring (e.g., sentiment and volume)
  - Creating custom categorizations (supported by machine learning) Applications of social media analytics
  - Monitoring brand health
  - Deriving insights into your audience (e.g., customer segments)
  - Evaluating campaign effectiveness
  - Competitive analysis
- Going beyond basic analysis:
  - Text analysis
  - Creating word clouds
  - Topic modeling in R